

*Innovations for Business*  
**Smart Move - Business Outreach Innovation Funds**  
**Request for Proposals**

**What is the Business Outreach Incentive Fund?**

The Business Outreach Incentive Fund will provide small grants to enhance local business outreach efforts linking the business community to low-income and WorkFirst job seekers. The uses of funds are flexible and can cover a variety of activities:

- Linking job seekers to specific businesses or industries
- Staff Training that results in an increased capacity to serve businesses through WorkFirst products
- System improvements that results in better communication about business needs
- Special marketing activities
- Enhance Targeted Wage Initiative (TWI) activities for business engagement
- Innovative projects that would not be carried out without assistance from this fund

It is anticipated that 3-4 projects in the \$5,000-\$7,000 range will be funded. Projects between \$1,500 and \$5,000 will also be considered.

It is highly recommended that you contact a CTED Business Liaison to talk over your project prior to submittal. Their phone numbers and email addresses can be found a little further down the page.

Successful projects will go beyond the normal range of activities, and instead focus on enhancing a current activity or creating new opportunities. Activities that **will not** be funded under the Business Outreach Incentive Fund include:

- Projects and activities under \$1,500.
- Expenses related to hiring events
- Expenses related to Business Appreciation Events
- Plaques and certificates

A separate funding pool is available for these activities. Please contact your CTED Regional Business Liaison for information on assistance for these projects.

***Contact information:***

For projects in Central and Eastern Washington, contact Becky Gauthier at [beckyg@cted.wa.gov](mailto:beckyg@cted.wa.gov) or at 509/736-2899. The Western Washington contact is Bruce Lund at [brucel@cted.wa.gov](mailto:brucel@cted.wa.gov) or at 360/725-4139.

**Who is eligible to apply?**

Any organization that works on behalf of WorkFirst or WorkSource with the business community is eligible to apply. Additionally, business outreach teams are eligible applicants. However, in their proposal they must identify a lead to serve as contact.

**This sounds great! How can we submit a proposal for consideration?**

To apply, please complete the information below in a short project proposal. Please email it by January 31 to [brucel@cted.wa.gov](mailto:brucel@cted.wa.gov). After it is received, an email confirmation will be sent to you. Final approval will be given no later than the second week of February.

The proposal is formatted in Word as a form. Merely click on the appropriate shaded box to provide the requested information. You can move from form field to the next by pressing your *tab* key on your computer keyboard.

**How will projects be selected?**

We will select project proposals that can demonstrate the potential for the greatest:

- ***Innovation*** - proposals that show the most promise of becoming a “best practice.”
- ***Outcomes*** – proposals that hold promise in some way of establishing clear linkages to employers for WorkFirst and low-income job seekers.
- ***Partnerships*** – proposals that use appropriate partnerships to establish clear communication, coordination and collaboration.

**What is the timeframe for the projects?**

It is anticipated that a quick turnaround will occur after selection. Contracts or interagency agreements, if appropriate, will be developed. Activities related to this funding must be completed by June 30, 2004. However, there may be an opportunity, if funding exists, to continue the project after June 30.

**What's the red tape?**

We guarantee it—not much! We want each project to have broad support among local WorkFirst-WorkSource stakeholders. While we are not asking for signatures from local partners, we are asking for names and phone numbers of stakeholders who commit to support your proposal. We recommend that they send supportive emails to the proposal writer, and that they be attached as part of the package. Any rules or regulations regarding state purchasing and contracting will have to be adhered to. And grantees will be asked to submit an interim progress report, and then a final report on their project.

**I still have questions. Who can I contact for answers?**

Contact CTED WorkFirst Business Liaisons Becky Gauthier or Bruce Lund. Becky can be contacted at [beckyg@cted.wa.gov](mailto:beckyg@cted.wa.gov) or at 509/736-2899. Bruce can be contacted at [brucel@cted.wa.gov](mailto:brucel@cted.wa.gov) or at 360/725-4139.

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“Getting WorkFirst Participants to Work”

***Project Request Form***

**Project Summary:**

Name of project:		
Total Project Cost:	Requested Amount of Funding:	
Any other funds used? click to answer	If <b>Yes</b> , what funding source?	
Business Outreach Contact:		
Telephone:	E-mail: _____	Address:
Project Start Date	End Date:	
<b><u>Funding to be used for (check as many as apply):</u></b>		
<input type="checkbox"/> Sectoral/Targeted Industry Linkages	<input type="checkbox"/> Staff Training	<input type="checkbox"/> Marketing
<input type="checkbox"/> Other (Please Specify):		

**Project Description:**

<p>Please provide a brief description of the Project: Please type your answer here</p> <p>Please describe the role of other WorkFirst and/or WorkSource partners, if applicable. Will any new partnerships be created through this project? Please type your answer here</p>
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## Outcomes

Describe the deliverables or expected outcomes for the project.

Please type your answer here

Please describe how this project will support your local business outreach goals.

Please type your answer here

## Coordination/Authorization

Please check the following who have authorized or support the project: Not checking all boxes will **not** disqualify the project from consideration.

☐ Business Outreach Coordinator

Type name/phone number here

☐ Local Area Planning Lead

Type name/phone number here

☐ ESD Administrator

Type name/phone number here

☐ WDC Director

Type name/phone number here

☐ WorkSource Administrator

Type name/phone number here

☐ DSHS CSO Administrator

Type name/phone number here

☐ WorkFirst Community and  
Technical College Administrator

Type name/phone number here

☐ Others: Please identify:

If available: Please submit a short email of support with your proposal from each person you have identified.

**Budget**

	<b>CTED Funds Requested</b>	<b>Other Funding</b>	<b>Description / Justification</b>
Salaries and Benefits			
Travel			
Goods and Services			
Subcontracts			
Equipment			
Other			
Direct Program Administration (5% maximum of the total funds requested)			
<i>TOTAL</i>			